MEMORY: ENCODING

Information about specific events in our lives is held in _____ memory, while facts are stored in _____ memory.

Circle one:
Semantic memory is a form of (Procedural/Declarative) memory.
Episodic memory is a form of (Procedural/Declarative) memory.

The von Restorff phenomenon (in which an item in the middle of a list is remembered much better than the rest) is one example of the beneficial impact of _____ on memory.

One way to improve your performance on an exam is to study in the same room in which you will take the test. This is an example of:

The idea that having the same cues available at encoding and retrieval improves memory performance underlies what kind of effects?

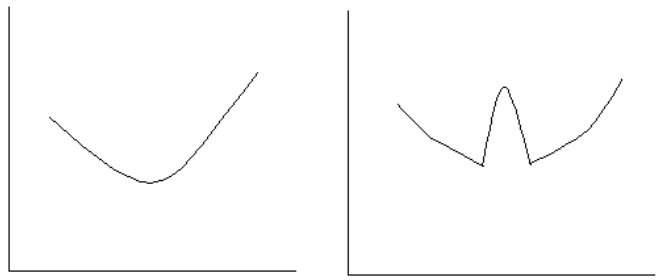
John studies the following list of VISUAL words: banana, subway, newspaper, cotton, lighthouse, JAR, eye, diamond, llama, museum, ticket When asked to recall the list after a short delay, John is most likely to remember which three words?

Participants are given a list of words to remember. What factors will promote memory for that list of words?

In an experiment testing the idea of transfer-appropriate processing, Morris, Bransford, and Franks (1977) had subjects encode words either semantically or phonologically. What were the results of their experiment?

Most people have problems recognizing a picture of a real penny among a set of similar distractors. From this result we can conclude that:

What is the levels of processing principle? What is an exception to this principle?



A B

What might cause this change in shape of the serial position curve from A to B?